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# nflep

Newsletter

June/July  
1977

National Federation of Local Cable Programmers

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## GRASS-ROOTS: Six Years Later, "Hairbrained" Idea is Stable Community Television

by John Smith

Grass-Roots started innocently enough. One person, one Sony Porta-Pak, and one idea. The idea: to see if this exciting electronic tool could be used for the good of the community. Originally the plan was to shoot community events and play it back in bars where people congregate. But Peggy said, "Why not ask the cable company for a channel?" Eleanor said: "I'd like to help!" I asked the owner of a large commercial TV station if he thought one could create a TV station using half-inch video. "Impossible!" he said. That's all it took. Grass-Roots was born. And luckily none of us had had any previous television experience.

We incorporated. We were given channel 12 by the local cable company. We raised enough money for a modulator. An electronic engineer appeared out of nowhere and worked

it out so we could originate from his trailer. That was in 1971. Three volunteers, no capital, little equipment, and a hair-brained idea.

Grass-Roots has grown very slowly, very steadily. Today we have ample office space in the heart of town donated by the city. We have a paid staff of five, we have a jewel of a studio outside of town with complete half-inch editing facilities, a film chain for 16mm, Super 8mm and slides, and we are moving rapidly into

### Mission, Money and Programming

Our mission at Grass-Roots is to serve the community. If we don't we'll die very quickly and quietly — because we absolutely depend on community support. We want to be a community utility just as essential as transportation, electricity, water and sewer service. And communication is just as essential to the health and functioning of a town as the others.

.....  
**I asked the owner of a large commercial TV station if he thought one could create a TV station using half-inch video. "Impossible!" he said. That's all it took...**  
.....

¾-inch capacity. In fact, we are just completing a really professional hour-long color documentary on land use that any commercial station in the country would be proud to air. Yet we have had no major grant support, no large technical leap — but we did go \$20,000 into debt to redesign our studio for humans and purchase some needed equipment when we faced a technical nightmare. So that's the story of Grass-Roots, from beginning to end. Naturally, it leaves out the middle. The middle took a lot of work by a lot of people. It took serious intention, it took the growing understanding and support by the community. The lesson is: It can be done. The truth is you can do anything if you believe in what you are doing. So much for history. Now for some nuts and bolts.

With programming, we try everything. We are continually experimenting and changing our approach. We keep the good, throw out the things that didn't catch on, and are always aware that no static formula is ever going to work anyway. In short, we don't know exactly what we should be doing to serve the community best, except to always be trying. And we are getting really good at it!

Money's the big one. If you are doing the right thing funding will come. The only trouble is that two-year starvation lag. Grass-Roots had no budget at all for two years. Today it's about \$50,000. (That sounds strange to me.) We raise \$20,000 during our once-a-year Telethon, a four-night live extravaganza involving as much of the community as possible.  
(cont'd on page 11)





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## How to Become a Member of the NFLCP

At the Steering Committee meeting of the NFLCP, it was voted to standardize membership on a national level as follows:

Individual membership is \$15. This entitles a member to one newsletter subscription, admission to national and regional conferences at cost, and a reduced rate on all NFLCP informational services. These dues will carry you up to September 1978 if you subscribe now.

Organizations and access centers can be members for \$50 annually (sliding scale available to cases of special need). This fee includes two newsletter subscriptions, two conference admissions at cost, and all informational services free of charge. It enables your organization to establish relations through the NFLCP to the FCC and other Washington commissions.

Sponsoring members will pay a minimum of \$100, and any sponsor will receive all benefits mentioned above. In essence, membership entitles your voice to be heard.

### How to Subscribe to the NFLCP Newsletter

You may subscribe to the Newsletter without becoming a member. Individual subscriptions are \$7.50 annually, and organizations will receive the publication for \$15.

Check payable to: National Federation of Local Cable Programmers or NFLCP

Send to: Mickey Brandt, Treasurer

Cable Channel 7  
76 South Spring Road  
Vineland, NJ 08360

**TEAR OUT AND RETURN THIS FORM**



# Letter from the Editors



Dear Reader:

Since this is perhaps the first mention you've heard of the National Federation of Local Cable Programmers (NFLCP), we'd like to explain who we are and where our priorities lie.

Our current membership consists of about 200 access and local origination producers. Prompted by an increasing need to expand public access rights, the founding members organized the NFLCP in July, 1976 to meet the media needs of people on a local level. Amongst our goals, we would like to preserve and further insure citizens' access rights and to achieve active citizen participation in the media. We are pledged to uphold the inherent right of each citizen to information via all media. To accomplish this, we hope to contact and incorporate all those dedicated to our principles on a non-discriminatory basis, seeking out minority and special interest groups whose communications needs might otherwise be overlooked.

We want to engage in advocacy efforts on local, regional, and national levels, and to provide support to those who seek to make information and media use more accessible to all people. To achieve these ends, we will serve as a center for the collection and dissemination of pertinent telecommunications information. (See article on Community Education in this issue.)

(A formal statement of our philosophy will soon be ratified and printed in our second issue.)

We are currently operating under an interim structure established by the founders. This mechanism will be replaced in the fall, when an ongoing structure will be voted on by the entire membership. In order that you may have a say in what this structure will be, we urge you to join now, so that your voice will be heard when it should be.

We are in the process of making the NFLCP a truly national organization; to do this, the first two issues of this **Newsletter** will be used as an outreach tool, mailed nationally to any and every person or group whose needs we might serve and who might need our services. We will send free copies of the first two **Newsletters** to any address mailed to: Mike Aronson, 21 Blaisdell Rd., Medford, MA 02155. Please do not hesitate to send us any list — whether it be two or two hundred names. (Please include zip codes.)

The NFLCP has been in existence for only nine months now and its membership has already grown at a rapid rate. We have scored a victory with the FCC in Washington (see article on Johnstown, Pennsylvania, page 4); we have been written about in **Broadcasting, Access, Televisions**, and **CTIC Notes**. All of this activity is more than encouraging: it assures us that we truly are serving a national need.

We would like to thank some of the people without whose help and inspiration we would not be at this point: George Stoney and Red Burns (Alternate Media Center), Ted Conant, Mike Botein, Everett Parker (United Church of Christ), Tom Thomas (National Federation of Community Broadcasters), Andy Horowitz and Bert Cowlan (Public Interest Satellite Association), Ted Carpenter, Sheila Mahoney (CTIC), Kathy Klein, The National Endowment for the Arts, NCCB, **Access Magazine**, **Televisions Magazine**, Richard Leacock (Film Section, MIT), and, last on our list but first in our hearts, Gary Knowles, who laid the foundation for this **Newsletter** by single-handedly editing and publishing **The Vidicon Journal**.

The Editors

**national federation  
of local cable programmers**



# Why A Federation?

by Susan Bednarczyk

## A Brief History

In July 1976, cable programmers from across the country met in New York City to discuss the possibility of an organization which would service individuals and organizations working in local cable programming. After much discussion, a common need was determined, and the group was formed, calling itself the National Federation of Local Cable Programmers (NFLCP). This group of programmers/producers knew that their efforts were providing vital services in their home communities and suspected that far more cable experimentation was going on than most cable

regulators, communications experts, and industry advisors knew about. The question was how to inform these administrators of the nationwide, grass-roots activity, while at the same time supporting groups and individuals in the field through information dissemination and conferences.

**In the Northeast, interest in the NFLCP overwhelmed the organizers; sixty people crowded into an MIT classroom last November . . .**

To this end, a few NFLCP representatives met with members of the FCC's Cable Bureau. Plans were made for a meeting between the NFLCP and the FCC commissioners

which took place in November 1976. (For a report, see **Broadcasting**, Nov. 22, 1976 and **Access**, January 1977.) Since then more contact with the FCC, the House Subcommittee on Communications, the National Federation of Community Broadcasters, and the National Cable TV Association has been established by the NFLCP Advocacy Committee. These organizations have been most receptive to the NFLCP visitors and have encouraged the organization to keep

them abreast of current needs and local programming efforts.

Since one of the NFLCP's main purposes is to encourage cable programmers to meet regularly on a national basis, the founders suggested regional divisions and appointed regional coordinators to initiate meetings in their areas. In the Northeast, interest in the NFLCP overwhelmed the organizers; sixty people crowded into an MIT classroom last November to discuss how the organization could serve their needs. Immediate concerns included determining a representative organizational structure, facilitating communications between state, regional, and national structures, supporting a national philosophy statement, and holding frequent regional workshops to discuss new programming ideas, audience development, and funding.

In January 1977, the founders of the NFLCP and some new members met again to decide the best interim structure for the group. By the end of the meeting, a National Steering (cont'd on page 12)

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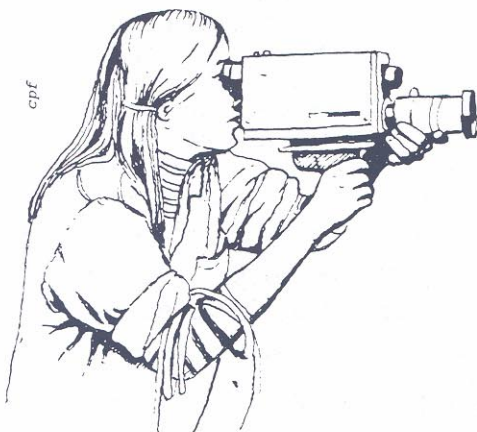
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**Special thanks to:** Jay McCune (printing), Susan Siens (typesetting), Urban Planning Aid, Boston Community School, Bob Vitale, Frank Ackerman, Dollars & Sense Magazine



# W. Pa. Access Group Forms:



by Jay McCune, SAC-TV

SAC-TV was conceived somewhere between a suicide message left at midnight on the Alternate Media Center administrator's (Bob Pinto) answering machine, and the firing of my friend Nancy Jesuale, former AMC intern, by the Teleprompter Corp. Many times the most positive things transpire when all hope is gone and nothing is left but energy and anger.

So Nancy Jesuale was without an income (after being literally locked-out of the cable system), didn't know many people, and was stuck in Johnstown, a conservative small town in central Pennsylvania. At this point, she had two alternatives — to go back

to Detroit, or to stay in Johnstown, and figure out some way to complete her internship, without working for the cable system. For those of you who do not know my friend Nancy, allow me to say that she is a very special individual, and with the chance (however slight) to win a personal victory, while doing something positive, I don't think there was ever a chance that she would have left, without taking a shot at it.

David Hoke, of York Community Access Television, came to Johnstown for a visit. He and Nancy spent

**Teleprompter was not at all happy. In fact, in the early stages they called it a "trick." The community, however, was excited.**

a few days walking around Johnstown, talking to everybody who could help with an access center, and anyone who might be interested. David left; and Nancy spent most days on the phone calling individuals, groups and whatever to set up an organizational meeting at the local library. Dave Hoke, back again to help out, along with Nancy chaired a meeting with an overwhelming turnout, including a visit by the Teleprompter employee who had fired her. The meeting yielded a steering committee, and about 30 members of the brand new access center, Southern

Allegheny Community Television.

Teleprompter was not at all happy with the formation of a community group for access in Johnstown. In fact, in the early stages they called it a "trick." The community, however, was excited. In the early days, SAC-TV was not allowed any access to the local channel; in fact, neither the Manager of the system, nor the Program Director would even allow discussion of any kind. Our only course was to continue up the corporate ladder with our idea. TPT officials were not cooperative at first. They ap-

peared frightened at our insistence that we deserved free access. There was no corporate policy concerning access to lend guidance, and the policies began to be made — to deter, not accommodate, us. Access to TPT was a nightmare, no one there knew or cared anything about programming. It was a parasite.

Two factors helped. The National Federation of Local Cable Programmers made a visit last winter to the Federal Communications Commission (FCC), and in the course of their statements, explained that free playback of access tapes must be clearly required of cable systems. Johnstown was cited as an example where the access mandates, in the words of David Hoke, "make reasonable rates a reasonable way to keep access users away from the channels . . . we are not asking for a free lunch, just a place to eat it," he added. The commission was "shocked," and the reconsideration of the access rules clearly stated that playback is free.

The second incident to help was the intervention of the Alternate Media Center on our behalf. The situation between SAC-TV and TPT had become incredibly strained in the eight months since the first town meeting. With the new ruling, TPT seemed to be mustering all of its evilness and showing it off. On the corporate level,

(cont'd on page 10)

## Letters to the Editor

Dear Editors:

We would like to know if it is possible to have the regional workshops you plan to have in 1977 videotaped and sent out to us. We are very interested in becoming a part of your NFLCP. The distance in both miles and time, however, keep us pretty much in dark for about six months. Any information at all would be helpful. Our organization along with others has just formed an inter-island public access network. Like any new thing that has just begun to fly, we are not scheduled and are the cheapest in town. It is completely non-profit and is a step in the right direc-

tion. We are avoiding schedules because of the problem of software.

If you need videotape for this project, let us know. Video is about to explode here, if the cable companies don't close the public access door. They want to, but we have a Department of Regulatory Agencies that for the time being seems to be sympathetic with us. Videolani means video heaven in the ancient Hawaiian language.

Please reply soon,

William Stookey

VIDEOLANI

1617 Miller Street, Apt. 3  
Honolulu, Hawaii 96813



# Access Profiles

There is a need, in my opinion, for all cable programmers to be more aware of successful public access experiments throughout the country. And while this need is great, a far greater one is for policymakers at the FCC and in the Congress to learn about these programming efforts on cable television.

While there is no formula to devel-

op access, at least not one that can be successfully transferred from community to community, it should be useful at this point in the development of alternatives in cablecasting to take a look at some samples.

The author welcomes feedback. Please send comments directly to 76 South Spring Road, Vineland, NJ 08360.

by Mickey Brandt

## WELM-TV — Call Letters for the Access Station

NFLCP Region: Midwest

Access Coordinator:  
Randy VanDalsen

Cable system:  
National Cable Company  
1070 Trowbridge Road  
East Lansing, Michigan 48823

In East Lansing, the cable operator agreed to provide the full-range 1972 access services as part of its franchise agreement with the city. On the twenty-channel system, six bandwidths are set aside for access and, in a rare example of prolific programming, five are in use.

National Cable itself administers the public access channels, one as yet unlit and the other programmed six nights a week, four or five hours a night. National provides equipment on a completely subsidized basis, employs the access coordinators, and benefits from the East Lansing Cable Commission's support of public access — the Commission applies approximately 80% of the franchise fee toward promotion of the access services.

The only channels are programmed directly from outside the company studio via upstream lines connecting the Board of Education, City Hall, and a local library into the headend. In addition, Michigan State University beams two channels directly from its campus for televised instruction to cable subscribers. All but the library channel are used regularly, and the library is constructing a new wing which will include video produc-

tion facilities suitable for cablecasting.

Randy VanDalsen, one of the access coordinators, is obviously proud of the success of public access in East Lansing, but doesn't want to rest on laurels. Plans are being formulated to utilize the two-way capability of the system for remote originations (on public access channels) from the actual homes of subscribers.

Randy would like to have more equipment with which to do the job of access (wouldn't we all?), but seems primarily concerned that the municipal, educational, and library centers not be shortchanged, and all of them are considering equipment and staff budgetary commitments on a scale to guarantee reasonably consistent access programming.

Of course, WELM-TV is not licensed as a TV station — the call letters are the invention of the programmers. But it's an access situation which deserves special notice even without its controversial style of identifying itself.

## "High School Throwout" Oversees Dozen Programming Centers

NFLCP Region: Mid-Atlantic

Access Coordinator:  
Joe Masciotti, system manager

Cable System:  
Berks-Suburban TV Cable Co.  
P.O. Box 107  
Reading, PA 19603

Joe Masciotti started working in cable in 1972 — as public access coordinator for Berks-Suburban. After Berks was swallowed up by American Television and Communications (85 operating systems at last count), Joe went into management training, and

returned to Reading last fall as the system chief. In addition to his self-described background as "high school throwout, free lance writer and mill hand," Joe's experience in public access prepared him for administration of a system that includes at least twelve independent origination points that regularly cablecast access programming.

Strangest of all, the Reading system operates only twelve channels — the computerized switching system routes the many hours of access cablecasts onto available time on broadcast channels during non-duplication time. The cable system continues to provide studio equipment to the few users who have not organized or found an independent outlet outside the company, but the large majority of the incredibly diverse programs are simply transmitted over the system from the "hubs."

Most of the public school users have found a variety of both inter-school and intra-school uses for the cable system, and they've recently formed Berks Schoolcasting, a federation that will jointly plan many programming activities. Their most popular programming, naturally, is live sports, but the more innovative uses for cable transmission have already reached the point of viable school-to-parent cablecasting.

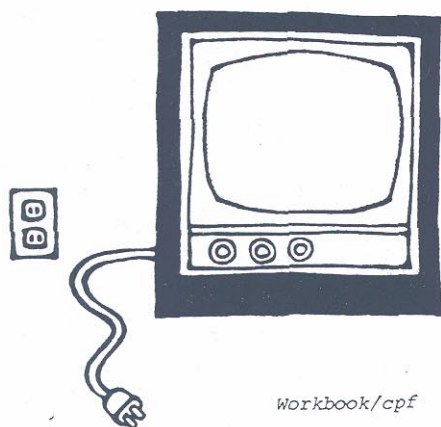
Religious institutions, industry, hospitals, and individuals regularly transmit both live interactive and videotaped programs. Even the Berks County Record, a weekly newspaper, has its own access slot. The experimental and revolutionary Reading Project, funded by NSF and partially developed by NYU, has been trying new systems of interactive use of this unique, but hopefully prototypic, cable television system.

If readers feel that these "Profiles" are useful, they will be continued in each issue of the NFLCP Newsletter. Let us know your opinion — and suggestions for inclusion in the "Profile" series. Next issue: Columbus, Indiana, Lynnwood, Washington, and perhaps more. ■

The editors urge all community video centers to submit profiles of their organizations, including success stories or problems to the author at the above address.



# Worcester Area in the Dark over Access



Workbook/cpf

Public access groups in the Worcester, Massachusetts area remain in the dark about the fate of community cable station Channel 13, black since Teleprompter pulled the plug three months ago.

Cablecasting on Channel 13 in Worcester, Auburn, Leicester and Spencer, Massachusetts came to a halt after two successive robberies stripped the station of over \$20,000 in

equipment. The Teleprompter management suspended local programming because they considered the station, housed in a trailer, a security risk.

At the time of the robberies, Channel 13 was considering the possibility of moving the trailer from its location near the Teleprompter headend in Leicester. Leicester zoning laws prohibit trailers. Public access groups say Teleprompter had promised to provide another means to get local programming from a new location to the head end. But since the last robbery in December, local programming has been completely shut down.

Teleprompter General Manager Patrick McCall says cablecasting will resume shortly, but "not on the same terms." According to McCall, the cable system is currently researching new possibilities to get local programming back on the cable. He mentioned establishing an access facility inside of a public building or school as one of Teleprompter's options.

Since cablecasting first began in 1975, Channel 13 had been run by the Worcester Cable Television Council (WCTC), a non-profit corporation formed to explore the possibilities of public access in the Worcester area. But the Teleprompter management says it no longer wants to be associated with WCTC. According to McCall, Teleprompter cannot afford to invest in such an arrangement because of the "risk of having it (the robberies) happen again."

"I don't want to be associated with the same kind of association and its problems," said McCall.

Negotiations between Teleprompter and WCTC have produced little more than a heated stalemate. The situation is further complicated by the fact that Teleprompter is asking for a rate increase in each of the four cities and towns it serves in the Worcester area. Representatives of WCTC and other community groups have spoken out against the increase (cont'd on page 10)

## Community Education

by Jean Rice

Wouldn't you like to know how to develop a successful community outreach program? Would information on the access provisions that other communities have written into franchise agreements help you with your franchise negotiations? Are you interested in viewing innovative programming produced by access groups across the country? Could information on how other social service agencies utilize cable channels help a group in your community?

The NFLCP's National Community Education Committee was formed to answer these and many other questions concerning public access in the seven NFLCP regions throughout the United States. The newly formed committee aims to reach the general public as well as people already actively involved with public access programming.

Information on public access is needed in all areas, including:

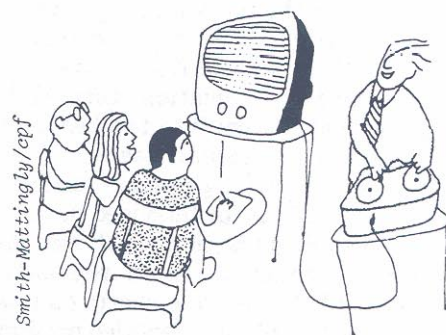
- Access center and local origination — organization, financing, operations, staff, equipment, outreach, program promotion and programming
- Affiliations, financing and access for the independent producer
- Governmental and educational programming and operations
- Community awareness and audience response to programming
- And the myriad problems encountered by access centers, organizations, local origination, independent producers and individuals involved with cable programming.

The committee's first objective is to provide NFLCP members with practical nuts and bolts information. For example, Northeast region committee members are now preparing reports on print resources, the organization of video tape libraries and newsletter editing. In any case, the Community Education people plan to help distribute as well as collect these valuable nuggets of information. Existing information, such as the

report on how to conduct a telephone survey of community awareness, is already available for wider distribution via the Community Education conduit.

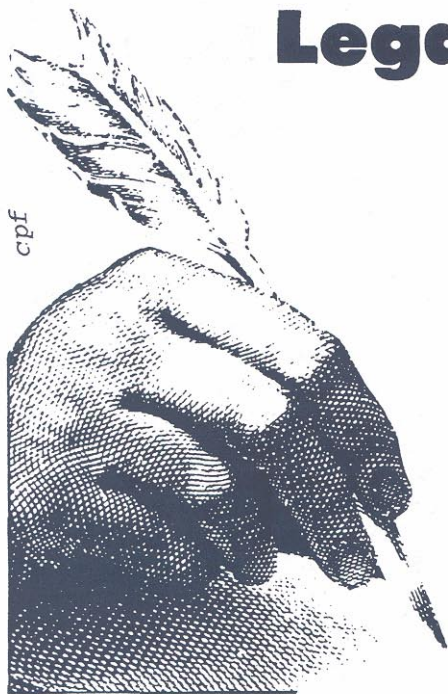
But Community Education services do not stop there. The Committee also plans to act as a nationwide referral network for groups and individuals with common interests and problems. The results of a survey to be sent to all NFLCP members in June will provide the basic information for this referral service.

For example, if an access producer in Wisconsin is interested in the kinds of educational programming that (cont'd on page 15)





# Legal Briefs



by Steve Vedro

It has been just one year since the FCC "terminated" its hearings into revising the CATV access requirements. As we all know, Docket 20508 represented a major setback for access advocates, but I think it will be a good idea to use this first Regulatory Report to review the current FCC access rules.

**Composite Access** — only one channel is required for all access users. On systems with "sufficient activated capacity" the full four channels should be activated as demand develops (80% use of the existing channel during three consecutive hours daily for six weeks). On systems without any free channel, access may be provided on "blackout" over-the-air channels during non-duplication or exclusivity time. Access may not be "bumped" from its one channel by operator-produced programming (L/O, automated, etc.) or late night "cherry-picked" imported signals, although pay-TV channels are not considered available for access. If there are other available channels, not requiring converters, the operator is expected to open them up to educational, municipal and leased users when they conflict with access use on a shared basis. (FCC Rules 76.252 [a-f]; 76.254 [b])

**Equipment Provisions** — the operator must have the capacity to afford

live (B & W) programming, videotaping, editing and playback. A PortaPak and editing deck and one live camera is considered the minimum. Any closet that can provide "some in-house capacity" to originate is considered a "studio." (76.256 [a])

**Reasonable rates** — the operator may charge for equipment use, personnel and production costs (other than for five-minute, live "soapbox access") for access programming. These rates must be "consistent with the goal of affording users a low-cost means of TV access." No charge can be made for simple playback: "... it should be possible for a public access channel user who has produced a program on his own to deliver that program to the system and have it played without additional charge." (76.256 [c][3])

**Playback signal quality** — the FCC is still fudging on this one. They did say that they "intend to monitor the situation to make sure that access is not being defeated by poor technical quality." Cable Bureau staff people have told NFLCP that they will consider requiring time base correctors in situations where the system uses them for its own origination and can afford to provide one for the access channel. This is one place where you really should let the FCC know what your situation is. (FCC mimeo 76-1122-43355, p. 8, #13)

**Content control** — while the access channels are supposed to be free of censorship, the FCC is still having

wet dreams over "Midnight Blue." It issued a "clarification" of its no censorship rules allowing operators to keep "obscene and indecent matter" off the cable by deleting obscene segments or even keeping repeated violators off the cable for punishment periods. (Mimeo 76-519-40895). Since the "clarification notice" the courts have ruled that the FCC can't specify a particular list of "dirty words" for precensorship (*Pacifica v. FCC*), while at the same time, a different court pulled the license from WXPB-FM for broadcasting "sordid utterances of the most vile type." So it seems that operator-producer negotiation over questionable content is still the order of the day.

**Access rules** — the FCC expected cable operators to post rules for use of the access channels within 90 days of its April '76 ruling (76.256 [d] [1] [4]). This is a good excuse for access people and cable operators to get together and review their local situations.

This is only a quick overview of the current rules. If your group has a question that (a) doesn't require a Harvard law degree to answer, and (b) may be of interest to other access people, maybe our team of NFLCP ad hoc regulatory wizards can shed some electrons on the problem. Send your cards and letters to: Regulatory Editor, NFLCP Newsletter, P.O. Box 119, Cambridge, MA 02142.

In future columns I hope to report on new access developments, as well as Congressional activity on satellites, the "Bell Bill" — HR 8, new proposals for access FM stations, and the ongoing rewrite of the Communications Act of 1934. ■

## FCC Holds Open Meeting

by Robin Webber

Inter-government relations regarding regulation of the cable was the topic of the recent Washington, D.C. conference scheduled by the FCC. Participation included state and municipal officials, industry reps, public interest groups and members of the Commission staff. Three members of the NFLCP attended the meeting.

The conference was announced by the FCC in its 2/25/77 issue of the FCC News as an effort to "provide the initial framework for an informa-

tion clearinghouse on issues facing the Commission, state and local officials, the cable industry and the public."

A notable panel of speakers representing the industry, the government, and the public interest, comprised the morning presentation. After lunch, participants divided into small groups to meet in seminars, each based around a specific issue faced by all concerned.

Franchise Stabilization was the title of the seminar attended by the (cont'd on page 15)



At this time, there are seven regional groups into which the membership of the National Federation of Local Cable Programmers is divided. All are newly developing, each in its own unique way. This column is the NFLCP Newsletter's forum through which each group may express and exchange ideas concerning their regional growth and development.

Now is the time for local cable programmers to develop strong ties through regional meetings. The Northeastern group, in an effort to develop regional awareness in formerly isolated cable producers, has adopted the practice of holding each conference in a different state.

## Mid-Atlantic Region

Regional Coordinator:

Nancy Jesuale  
SAC-TV  
654 Grove Ave.  
Johnstown, PA 15901  
(814) 536-1474

## First Regional Meeting

Twenty people attended the first Mid-Atlantic Regional meeting held at Deep Run Farm, York, Pennsylvania March 11-13. The setting was a farmhouse/alternative schoolhouse up a dirt road in the country. "We thought they were trying to show us how hard it is to do community TV — by leading us up a dirt road in the middle of nowhere, in the middle of night," one member reported, "but people turned up anyway!"

After a night of fun and partying, the conference awoke, breakfasted, and settled into a day-long series of workshops, pausing only for lunch and some golden stickball play in the fields. Members shared ideas on how to keep the community involved in program production through a constant stress on access and a continuous renewal of "hands-on" projects. A regular tape exchange conducted on a national scale was deemed essential to the growth of community cable TV.

The need for national lobbying was agreed upon, with the issues of channel capacity, cable companies' responsibilities to communities, FCC preemption of state and municipal regulations, and joint legislative efforts with social agencies among the conference's priorities. Members volunteered to begin linking up with on-going lobbying efforts and developing strategies for nuance of approach to government agencies.

The next Mid-Atlantic meeting will be held in May. At that time, regular members will reunite and look forward to meeting new members who missed the Deep Run Farm experience.

—Rob Drescher

## Midwestern Region

Regional Coordinator:

Sue Buske  
763½ Chestnut St.  
Dubuque, IA 52001  
(319) 556-1009

The Midwestern group, because of the large geographic area which it covers, has found it more convenient at this time to divide into sub-regions so that all members will be equally able to attend regional meetings. Information concerning activities of these sub-regional groups can be obtained through: Sue Buske, 763½ Chestnut St., Dubuque, IA 52001.

## Far West Region

Regional Coordinator:

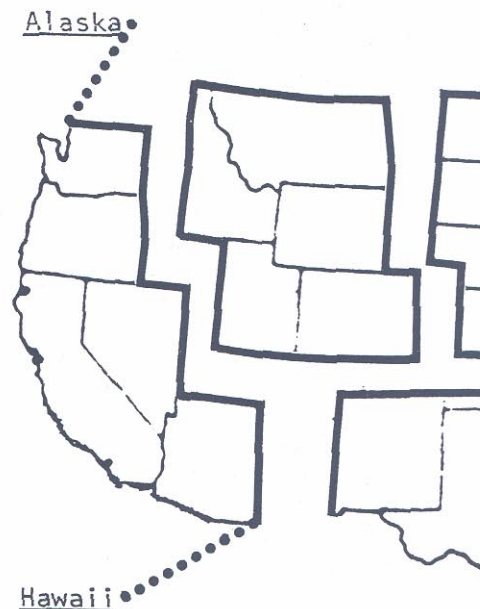
Paul Denn  
CVC  
6225 Federal Blvd.  
San Diego, CA 92102  
(714) 263-2424

Manuel Gonzalez, NFLCP member, participated in the second Chicanos Intermedia Conference held April 1-2 at the University of Texas, Austin. Four major issues emerged: first, the need for bilingual services to be reflected in the media, in particular, television; second, the need for training programs and access to

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equipment and training for use in the media; third, the need for a strong recruitment program both by the established media and by the advocacy and community access groups; and, fourth, the need to establish and develop functional, alternative communications networks and to support advocacy groups, for example, the Bilingual, Bi-Cultural Coalition, the National Latino Media Coalition, and the NFLCP.

The Bay Area Community Television Group (comprised of local cable



producers) will be meeting in May to decide what is going to be the best way to strengthen each other's work. The group will try to communicate through a video journal and a newsletter published by Marin County Video Center. At that meeting, both the group's relationship to the NFLCP and the recent visit of an FCC commissioner to San Jose will be discussed. Information and inquiries should be addressed to: Manuel Gonzalez, 27784 Ormont St., Hayward CA 94544.

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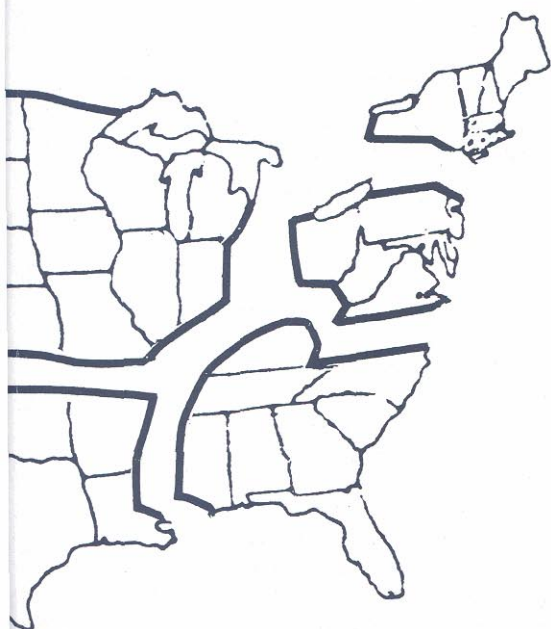
# L REPORTS L REPORTS

## Southeastern Region

Regional Coordinator:

Margaret Gregg  
Broadside Video  
Elm and Millard Sts.  
Johnson City, TN 37601  
(615) 926-8191

As we go to press, Video South is holding a three-day conference from April 29-May 1. Video South is an organization of local video producers from across the Southeast. Panel dis-



cussions include: "How Video Created a New Perspective on Communication and the Culture of the South"; "The Related Arts: Learning Video and Media Reform"; "Strategies for Arts Programming, Production and Distribution"; and, "Southern Folklore and Visual Anthropology." Any reader looking for information on that conference, contact: Margaret Gregg, Broadside Video, Elm and Millard Sts., Johnson City, Tennessee 37601. Members of the NFLCP will attend the conference and discuss

the Federation and its goals with Video South. A full report will appear in the second newsletter.

## Northeastern Region

Regional Coordinator:

Sallie Fischer  
STAND, Inc.  
246 Main St.  
Derby, CT 06418  
(203) 735-6203

## Second Regional Meeting

The New England region took care of business at its second meeting held at the University of Massachusetts in Amherst on Saturday, February 19. About 60 people attended the day-long session, including many new members.

State and regional representatives were appointed as the first order of business, followed by general and small group discussion on selected topics. Blue Carrecker and Steve Vedro wielded the gavel as Sallie Fischer and Fannie Cooper were respectively appointed Regional Coordinator and Regional Treasurer. Gerry Frank of Worcester, Massachusetts was named as Massachusetts state representative and Stephanie Stewart of Schenectady Access Cable was appointed New York state representative. Representatives for Connecticut, Vermont, New Hampshire and Maine were also named.

In contrast to the more general discussion of the New England region's first meeting, the Amherst session focused in on several key topics, including the wording of the NFLCP philosophy statement, the NFLCP national newsletter, and a Community Education project.

Members of the NFLCP National Steering Committee listened to many comments and suggestions on the national philosophy statement, which they pledged to incorporate in the statement's final draft.

Interest in a national newsletter as a tool for building an NFLCP constituency spurred the formation of an editorial task force from the Boston area, headed by Ann McIntosh and Michael Aronson. Bob Vitale of Pitts-

field was named as a consultant for production and printing matters.

Jean Rice spoke about the need for an educational program to reach out to the public with information on the possibilities of public access. She was named to head up a community education task force, to develop an educational package of materials and other outreach programs. The possibility of establishing a regional information house or a home office was also discussed.

A significant number of people who attended the February meeting expressed an interest in a tape exchange. Kim Spencer of Cambridge, Massachusetts agreed to organize the exchange with members from other communities participating.

Another area that drew members' interest was fund-raising. According to Rice, one of the goals of the NFLCP is to put community video centers on a strong financial foundation. She discussed the possibility of someday obtaining federal funding for public access, much the same as the Corporation for Public Broadcasting funds public television.

The third New England regional meeting will be held on May 14 at the Yale Divinity School in New Haven, Connecticut. (For more information, see Calendar.)

## Connecticut Cable Network

State-level issues concerning cable and video in Connecticut were the topic of the second meeting of the newly formed Connecticut Cable Network (CCN). Twenty-five Connecticut video producers met on March 26 at STAND, Inc. in Derby, Connecticut to discuss ways to foster the growth of cable access in Connecticut, including the formation of a tape exchange system and the passage of a law to create an Office of Cable Telecommunications.

Among the meeting's highlights were the beginnings of a tape exchange and intra-state communications.

Widespread support for access in Connecticut is difficult to generate because the state's three major cities are still without cable. CCN hopes to  
(cont'd on page 11)

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## Court Reverses Pay Cable Rules

Pay cable received a long-awaited shot in the arm recently that may sever current restrictions on programming plums — namely major sporting events and first-run movies.

The United States Court of Appeals for the District of Columbia ruled on March 25 that the FCC's pay cable regulations were unconstitutional and improper.

Up to now, the FCC has forbidden pay cable outlets from showing major sporting events like a World Series, series programs with interconnected plots or substantially the same cast of characters and feature films between three and ten years old. For all practical purposes, the last restriction has kept first-run movies off the cable.

But according to the court, the FCC has gone too far with these restrictions on pay cable programming.

"Because the commission has exceeded its authority over cable television with pay cable rules and because there is no evidence to support the need for the regulation of pay cable, these rules must be vacated," said the court.

The three-member court consisting of Judges J. Skelly Wright, George E. MacKinnon and Stanley A. Weigel, also found the FCC's pay cable rulings to be inconsistent with the

freedom-of-speech guarantees of the First Amendment.

Much of FCC regulation concerning pay cable is based on fear of "siphoning." The broadcast industry has long argued that an unregulated cable television would draw major attractions from over-the-air stations, thus denying the public access to these features on "free TV."

The court temporarily laid this issue to rest, saying, "The commission has not put itself into a position to know whether the alleged siphoning phenomenon is a real or merely fanciful threat to those not served by cable. Instead, the commission has indulged in speculation and innuendo."

**"The Commission has not put itself into a position to know whether the alleged siphoning is a real or merely fanciful threat... Instead, the commission has indulged in speculation and innuendo."**

In addition, the court found yet another reason for striking pay cable rulings from the books. Current pay cable rulings, said the court, violate the FCC's own policy of not using statutory authority to dictate entertainment formats.

The FCC's cable rules are "seem-

ingly backed into an area of regulation in which it would not assert its jurisdiction were it to face the issues directly," according to court ruling.

Prior to the FCC's adoption of pay cable rules, broadcasters, cable operators, movie and sports representatives and public interest groups all made their views known to the FCC in private meetings. The court criticized the FCC for these ex parte habits, claiming that a large number of private contacts between the affected industries and the FCC had made it impossible to know the "full administrative record" upon which the commission had based its pay cable television rules.

"For these reasons," the court said, "it is imperative that agency officials involved in the decisional process of a rulemaking shun ex parte

contacts... from the time a notice of proposed rulemaking issues until a final decision in the proceeding."

The decision, which involved 15 cases consolidated for argument, was unanimous. Appeals will be forthcoming — to Congress as well as the Supreme Court.

## SAC-TV

(cont'd from page 4)

way up high, the word was finally handed down that an agreement had been made — TPT was to give SAC-TV free playback and more... much more. The agreement dictated in New York, and administered by the gentlemanly (and new) corporate District Manager, Leonard Gregory, gave SAC access to production assistance, color camera and decks of every

format, and meager editing systems, all for free. We have live capability and a remote studio for the first time, for free. Leonard Gregory and Rev. Alfred Brown, president of SAC-TV, choreographed an impressive press conference, where the "new spirit of cooperation and friendship" between SAC-TV and TPT was announced to the whole town!

We haven't got a whole channel worth of programming yet, but we are on regularly. We are actively soliciting funds for operating expenses and programs. And just yesterday we

were told that we may have an excellent chance for three federally funded employees. Many people contributed an awful lot both in time, professional knowledge, and money to bring SAC-TV to where it is today. But the real reason SAC exists today is because of the determination and drive of Nancy Jesuale. I said this to Nancy some time before the press conference and I think it is a fitting quotation with which to end this story.

"A year ago you were crying in the corner in their studio, now you walk in and say, 'places everyone!' "

## Worcester in Dark

(cont'd from page 6)

at public hearings on the grounds that Teleprompter is asking for the increase at the same time it is cutting back on public service. The Massachusetts Cable Commission has asked that the two issues be considered separately.

WCTC was born out of the Worcester area Screen Media Council. Since 1975, the group has administered an operation that has produced up to 50 hours of community programming per week, with a part time volunteer staff of seventy. Shows like "New England Wildlife," "Pastor's Study," "Green Medicine," "Let the Bible Speak," and the "Polish Ameri-

can Show" are examples of the station's diverse community appeal.

Many of Channel 13's volunteer producers are still out shooting and piling up tapes, but some have higher hopes for the station's revival than others. Says one access producer, "The sad thing is that some people are losing hope now that our only link, the station, is gone."



# REGIONAL REPORTS

(cont'd from page 9)

remedy this stumbling block with a tape exchange to provide an outlet for videomakers in unwired areas. The group is now compiling a list of tapes available for exchange and making arrangements with local libraries to transport tapes through existing library systems. The exchange will also be used to help current access users provide more and varied programming in their areas.

A bill to establish an Office of Telecommunications (OCT) within the Connecticut Public Utilities Control Authority (PUCA) was also a major focus of discussion. Cable franchises

in Connecticut are currently awarded and regulated by the PUCA — the same agency that regulates gas, electricity, and water. Because these utilities put such a burden on the PUCA, cable issues are frequently postponed or ignored. Seth Houck, a member of the Task Force for the Reorganization of the PUCA, told the CCN group that the new legislation (Conn. Senate Bill #869) would form an OCT to "regulate and promote the development of cable telecommunications systems responsive to community and public interest." CCN members will attend the bill's hearing to speak on its passage.

At the close of its second meeting, CCN concluded that as cable continues to grow in Connecticut, more must be done to offer sophisticated support to people actively involved in access programming as well as basic

information to people in areas where access is a new concept. CCN is currently considering different ways to reach both groups, including a state newsletter, a newspaper clipping system, consciousness-raising for the general public, production assistance and information sharing among members.

CCN will hold its next meeting in Manchester, Connecticut on May 21, and invites anyone interested in attending to contact Jay April, 22 W. Center St., Manchester, CT 06040 (phone: 643-8461). Information on this meeting will also be available at the NFLCP Northeast Region meeting in New Haven on May 14.

## Third Regional Meeting

The Northeast Region of the Federation will meet for the third time on Saturday, May 14, 1977 at the Yale Divinity School in New Haven, Connecticut. The conference will begin at 10 a.m. and run until about 6 p.m. Both workshops and business sessions are planned for the day.

A questionnaire soliciting input for the conference has been sent to all those who've attended previous meetings of the region. If you plan to attend but did not receive a questionnaire and would like to offer your input, contact Sallie Fischer, region coordinator. A flyer about the conference will also be sent out.

The tentative schedule for the conference includes two workshops (concurrent) in the morning and two (also concurrent) in the afternoon. Time has been set aside for the region's committees to meet and for a regional business session. Agenda items for the business session include committee reports, selection of a regional representative to the National Steering Committee, and a report on the most recent Steering Committee meeting. Suggestions for additional agenda items are welcome.

Special thanks to Reverend Burton Everest of the Yale Divinity School's Visual Education Service for arranging the conference space. The Divinity School is located at 409 Prospect Street, close to New Haven's downtown area. New Haven is accessible via buses and trains as well as I-95, I-91, and the Merritt (Wilbur Cross) Parkway.

If you would like more information about the conference or need to  
(Cont'd on page 13)

## Grass-Roots

(cont'd from page 1)

sible. It's a real success, a big production, and damned interesting to watch. (The first year we raised \$1,000 and were so excited we decided to expand and improve on it.) The remainder of our budget comes from individual contributions, small grants, some city, county and cable company funds, plus a sponsorship program we have developed to get the support of the local business community. Grass-Roots was always two weeks away from financial disaster. But last year we stuck our necks out, put a classified ad in the Aspen Times for a business manager, and got the perfect one, Pat. Since then it has been a steady move toward stability and we can now see survival for an entire season ahead. And our debt is almost paid off.

## Structure and Staff

We have a large board of directors for the corporation, about 20, but the board is actually operated by a seven-member executive board. On a day-to-day basis, Grass-Roots is operated by the staff: business manager, program director, public access coordinator, our engineer, and me. We meet two mornings a week, Monday and Thursday, to clear up problems and

plan our programming. We have an intern program with four out-of-state interns each season. (Grass-Roots can only afford to operate six months a year, three winter and three summer months. Soon we hope to become a year-round operation.) We also have about a dozen dedicated volunteers. It is from these that we hire our staff when a vacancy occurs or we expand. Beyond this there is an entire community out there of sometime volunteers — numbering perhaps a thousand, some more active than others. Our staff is chosen for their understanding of our mission, their dedication, their competence, but most important, for their ability to work well with people, particularly under pressure, and for their general mellowness and their endurance when hiking in the mountains. Ha!

## The Future

I hate to say it, but after all these years, we finally have it together at Grass-Roots — as much as any organization can have it together without becoming totally bureaucratic. The insane days are over. We know what we are doing and how to do it well and we love doing it. We'd love to have any of you come work with us if you want to learn how to operate a community station. Our next mission is to develop Grass-Roots as a production center for regional cablecasting on Colorado's Western Slope. ■



# Why Fed?

(cont'd from page 3)

Committee (composed of current members, task force leaders, and regional representatives) had been formed to supervise the various tasks suggested at the Northeast gathering. It was agreed that by the fall of 1977 a final structure would be voted on by the entire membership. A mailed ballot, comprised of alternatives recommended by the Structure Committee, will be sent out. All members will be asked to send in their preference and the permanent structure will take effect.

The second Northeast meeting was held in February in Amherst, Massachusetts. Forty-five people attended, many of them for the first time. Later that month, the first Mid-Atlantic Regional meeting was held at Deep Run Farm, York, Pennsylvania. (See "Regional Reports" in this issue.) When the Steering Committee met in March, it was clear that the NFLCP was an organization formed in consort with a national need and it was working.

## The Federation Today

The current reality is that the Federation must ask for an indication of membership in order to identify its constituents. This Newsletter is currently serving as a vehicle to educate the public as to the intentions and current activities of the NFLCP. By the same token, the form published herein provides the reader with the opportunity to join the organization. It has survived so far on self-taxation. If it is to remain in existence and better serve the needs of its members, the NFLCP must operate from a national financial base, i.e., dues must be collected.

After much discussion, dues and subscriptions were adopted at the last Steering Committee meeting. The funds would be divided on a percentage basis between the national organization, the regional treasuries, and the Newsletter. The NFLCP is incorporating as a non-profit, tax-exempt corporation.

In the meantime, the Steering Committee intends to continue to establish a track record for the Federation. Steering Committee members have taken on the tasks of developing internal and external financial

structures, organizing a community education package, and publishing this bimonthly Newsletter.

Committees are working while membership grows. By writing the regional coordinator, people interested in attending meetings can get precise information. Regional Development Coordinator Sue Buske (763½ Chestnut St., Dubuque, IA 52001) will answer any questions concerning new NFLCP regions not yet formed.

Advocacy Committee Coordinator David Hoke (122 North Duke St., York, PA 17401) is working with representatives from various regions to develop methods of representing NFLCP members in Washington and to lend support to community people trying to gain access to local cable channels.

The Community Education Task Force is headed by Jean Rice (134 South St., Northampton, MA 01060). This group is working with regional members to develop print and video materials that will be of use to cable enthusiasts and community members trying to expand their present use of local channels.

A temporary Finance Committee (Ann McIntosh, Bldg. E-21, MIT, Cambridge, MA 02139) is working to research funding possibilities. This committee needs and welcomes all suggestions as to where the NFLCP might seek funding.

Assistance and energy are needed for all these tasks, and the Steering Committee is looking for the membership to provide material for this Newsletter, direction for the organization, assistance of various projects, and — most important of all — expertise on the reality of community use of cable in the U.S. today. All inquiries should be sent either to a committee coordinator or to Susan Bednarczyk, Steering Committee Coordinator, AMC, 144 Bleecker St., New York, NY 10012.

## The NFLCP Tomorrow

Within a year, the NFLCP hopes to have a national office with a full-time coordinator located in Washington, D.C. The central office will act as a clearing house and resource center for practical and legal information, grant efforts and coordination of national advocacy efforts.

(cont'd on next page)

## YOU are the writing staff of this newsletter !

*Journ. of Communicat.  
cpf*



Well, here it is, fresh off the press, the first issue of our very own NFLCP national newsletter, put together by a group of... what?? VIDEO PEOPLE.

Please help us grow. The NFLCP is your "print access" medium and we need your contributions. But because your editors are visual and not word people, we kindly ask you to help preserve our sanity in this fledgling

endeavor by following a few simple rules:

- Please type doubled-spaced with margins set at 10 and 80.
- We welcome all types of articles, but ask that you label a commentary a commentary, a news article a news article and a feature a feature, etc. We will be glad to run a thought or opinion piece alongside a straight news article as long as you label it as such.
- Please avoid abbreviations whenever possible. Spell it out.
- Remember to include your full name, address and telephone number so we will be able to contact you if there are any questions regarding your article.
- Submit articles for the newsletter no later than July 1st to: Box 119, Cambridge MA 02142.
- Please send B & W photographs (don't worry about size) and/or appropriate graphics to supplement your article if possible. ■



(cont'd from prev. page)

**Steering Committee members** are Sue Buske, David Hoke, Jean Rice, Ann McIntosh, Susan Bednarczyk, Mickey Brandt (599 North East Blvd., Vineland, NJ 08360), Nancy Jesuale (224 Main St., Johnstown, PA 05901), Manuel Gonzalez (27784 Ormont, Hayward, CA), and Michael Aronson (21 Blaisdell Rd., Medford, MA 02155). Regional delegates to this committee will be selected at upcoming regional meetings. ■

## Regional Reports

(cont'd from page 11)

arrange a place to stay, contact Sallie Fischer, P.O. Box 75, Derby, CT 06418; telephone (203) 735-6203 (days) or (203) 735-7075 (evenings).

### Southwest Region

**Southwest Regional Coordinator:**  
Paul Smolen  
303-A W. 29 St.  
Austin, Texas  
(512) 475-7805

### Mountain Region

**Mountain Regional Coordinator:**  
John Smith  
Grass Roots Network  
P.O. Box 20006  
Aspen, CO 81611  
(303) 925-7784

It is the editors' hope to hear from other regions and states about activities in their areas soon. It is the editors' suggestions that at any meeting the Chair appoint a reporter to summarize the meeting and send it directly to the Newsletter editors for the upcoming issue. Without this direct report from you to us, we will not be able to include the information in the Newsletter. Response to and suggestions for this column will always be welcome. Send remarks either to the editors or to Sue Buske, Regional Development Coordinator, 763½ Chestnut St., Dubuque, IA 52001, or to the editor of this column: Gail Tolley, 374 Madison Avenue, Albany, NY 12210. ■

Dates and addresses may change after our press deadline, so please call to verify before traveling a great distance. What's going on in your area? Let us know for the Calendar.

**May 14 NE Regional Meeting** Everyone is invited to the third meeting of the Northeast Region of the NFLCP Saturday, May 14 at Yale University Divinity School, from 10 a.m. to 6 p.m. National and regional committees will report on what's been happening. Workshops will be conducted on the subjects that people indicate interest in. Possible areas include: funding for access centers, libraries and cable, the FCC (and other Washington topics), relating to your community, etc. If you plan to attend, call Region Coordinator Sallie Fischer at (203) 735-6203 days, (203) 735-7075 evenings, or write to the region's mailbox: P.O. Box 75, Derby, CT 06418. Please indicate if you need a place to lay your sleeping bag Friday or Saturday night. Yale Divinity School, 409 Prospect St., New Haven, CT. (Special thanks to Rev. Burton Everest of the Divinity School for accommodating us.)

**May 14-15, 21-22, 28-29 Global Village Documentary Video Festival** Different tapes submitted to this annual festival will be shown each of these weekend nights at: 454 Broome St., New York, NY. Call for program: (212) 966-7526.

**May 17-19 Video Expo '77 in Chicago** Courses include: "Introduction to Video Systems," "Making Video Creative — Without Spending Money," "The Video Manager as Entrepreneur," "The Seven Deadly Sins in Video." Fees are charged but some can be converted into college credit. Further information from: Knowledge Industry Publications, Inc., 2 Corporate Park Drive, White Plains, NY 10504.

**May 20 Western NE Video Show** Videomakers from western Massachusetts, northern Connecticut, and southern Vermont are invited to submit their short (15-minute maximum) tapes (½-inch and ¾-inch format) for a showing at the Boston Institute of Contemporary Art. Tapes should be sent with a stamped, self-addressed mailer to: Main Library, South Hadley Falls, MA. All tapes received before the May 14 deadline will be shown on the South Hadley/Holyoke cable system. The best will then be selected for the May 20 showing at ICA, 955 Boylston St., Boston, MA at 7:30 p.m. For longer tapes, 10-minute excerpts are recommended. More info: Debbie Dorsey (415) 532-1241 (library), Jeff Dunn (617) 661-9624, 266-5152 (Boston).

**May 21 Connecticut Cable Network Meeting** Contact Jay April, 22 W. Center St., Manchester, CT 06040. Tel.: (203) 643-8461.

**May 22 Cable Soho Special Event** Tape screening and discussion of Cable SOHO projects with members and interested parties. 8:00 p.m. at: Anthology Film Archives, 80 Wooster St., New York, NY. More info: Arnie Klein at (212) 258-0800.

**May 25 Satellite Art Project** Lecture and discussion of the Satellite Art Project at 8:00 p.m. at The Kitchen, 484 Broome St., New York, NY. (212) 925-3615.

## Calendar

**June 3-5 Minnesota, Iowa, Wisconsin Subregion Meeting** The meeting will be held at the Flora Park Barn, an art gallery and arts meeting place in Dubuque, Iowa. Coinciding with the meeting is an avant-garde photography exhibit called *Suspensions of Disbelief*, by Steve Kaiser. The show is sponsored by the Dubuque Art Assn. Anyone in the three state area interested in video, public access or cable TV is encouraged to attend. More info: Sue Buske, 763½ Chestnut St., Dubuque, IA 52001.

**June 3-4 NFLCP National Steering Committee Meeting** Starting at 10 a.m. Friday, June 3 at AMC in New York City. Deadline for agenda items May 11. Write to Sue Bednarczyk, AMC, 144 Bleecker St., New York, NY 10012.

**June 4-12 Video in Hartford Arts Festival** The Greater Hartford Civic and Arts Festival, an annual exhibit of visual and performing arts, will include a video gallery this year for the first time. Tapes by video artists and producers of all types will be included in this non-juried show. The Festival will be held in downtown Hartford from June 4th through 12th. At the conclusion of the Festival, a one-hour composite tape will be made to be shown on cable TV systems throughout the state. For more information, call Peter Mitchell at (203) 525-0424 or write Video, Greater Hartford Civic and Arts Festival, 15 Lewis St., Hartford, CT 06103.



# Info Matchup

These categories represent only some of the possible kinds of information that people need or are willing to share. Please send in your items for this column and respond if you can to people who ask for help.

## Special Action

**Voicecount Day May 11** The Committee For Open Media with the help of **Access** magazine is organizing people to count local voices gaining access to broadcast TV in the cities they live between 6 and 11 p.m. (5 and 10 Central time) on May 11, 1977. The data will be used to dramatize the FCC's failure to enforce the access obligations of the media and to support two current proposals before the FCC: the NCCB proposal to require one hour of "prime-time" public affairs each week and the PMC-MAP proposal for 90 seconds of PSAs every two hours (with local and issue-oriented provisions).

The Committee will coordinate the count by asking people to sign monitoring pledges, providing VoiceCount packets at cost, and receiving and tabulating results for publication in **Access**. Interested persons can contact: COM c/o Chuck Gebhardt, 6609 Mirabeau Drive, Newark, CA 94560; (415) 792-9234.

**The Pittsburgh Franchise** The City of Pittsburgh is currently in the process of developing an enabling CATV ordinance. However, City Council has not made an effort to educate themselves or their constituents to the unlimited potential of community access/human services involvement.

Many of the major MSOs are actively seeking the franchise: Warner, ATC, Colony, Acton, Cox, Tele-Communications, etc. Warner has talked about their commitment to public access in Somerville, ATC in Reading and San Diego.

We in Pittsburgh need to know exactly what commitment these MSOs have made to public access. If you are in a system operated by one of the above-mentioned operators, please send a statement concerning the company's involvement in access in your system to me, Richard Fishkin, c/o Pittsburgh Community Video Center, Box 5488, Pittsburgh, PA 15206. Tel.: (412) 361-0681.

**Worcester Needs Help!** Teleprompter has pulled the plug on a three-year-old community access channel in Worcester. Gerry Frank (NFLCP State Coord. for Massachusetts) would appreciate info on other access centers and cable systems in Massachusetts to help with their negotiations

while a subscriber rate increase is pending (e.g., money, equipment, access time provided by the operator; franchise agreements; alternate means of funding access, etc.). Also, people interested in arranging a meeting with rep's from the Mass. CATV Commission to discuss state issues should contact: Gerry Frank, 21 Dewey St., Worcester, MA 01610. (617) 791-4212.



**Radio on Cable** We are doing research on cable access radio and want very much to hear from anyone else doing it. This is not cable FM, but rather use of the audio backing on one of a system's channels while flip cards (or something else) happen visually. We have a radio studio and send our signal over telephone lines to the headend, and do the radio equivalent of video access. STAND, Inc. has been doing this for some time now and wants to know if anyone else is and how it's being done. Once we have as much information as we can find we expect to come up with a position on cable access radio that can be submitted to the FCC. Please help if you can, as information on this topic seems to be really scarce. Contact: Ron Baktis at STAND, Inc., P.O. Box 73, Derby, CT 06418. (203) 735-6203. Thanks!

## FCC Action

**Cable TV Definition** The recent FCC **Actions Alert** listed a rulemaking notice to consider comments on whether some or all of the new limited regulations applicable to systems of between 50 and 499 subscribers should be extended to systems of between 500 and 999 subscribers. Comments, June 6; replies, July 6. Refer to Docket No. 20561. Request Mimeo No. 69034; FCC 77-205, for further information.

## Jobs

**Director, Community Media and Counseling Center** Must have experience with: working class community, budgeting, co-

operative work, community organizing, fund-raising, administration, planning and staff support. Radio/video experience helpful. Salary \$7-8,000. Send resume to STAND, Inc., Box 73, Derby, CT 06418.

**Counseling Coordinator, Community Media and Counseling Center** Must have experience with: working class community, cooperative work, counseling, advocacy, community organizing, group work, student supervision and videotape. Salary \$6,500-8,000. Send resume to STAND, Inc., Box 73, Derby, CT 06418.

**Video Coordinator, Community Media and Counseling Center** Must have experience with: working class community, cooperative work, community organizing, videotape production, newsletters. Salary — VISTA stipend. Send resume to STAND, Inc., Box 73, Derby, CT 06418.

**Community TV Producer/Engineer** seeks employment anywhere in U.S. Excellent tech capability and three years programming experience. For more info, write Brian Lee, c/o this newsletter's editorial office.

## Publications

**Telecommunications and Society, 1976-1991**, Arthur D. Little. A report prepared for the Office of Telecommunications Policy which uses five scenarios to dramatize the evolution of telecommunications over the next 15 years. Concludes that IBM, AT&T, and ITT will control respectively: information processing; all data and TV transmission; mail publishing and electronic services. Available from: National Technical Information Service, 5285 Port Royal Rd., Springfield, VA 22161. \$6.75 (order no. PB256829-LL)

**1976 Public Access Survey** Survey of a number of centers and operations around the country on issues of financing, programming, community involvement, etc. Write: CCATV, P.O. Box 138, Amherst, MA 01002. \$1.00.

**Surveying Community Awareness: A Guide for Access Facilitators.** This booklet provides simple, step-by-step instructions for conducting a statistically valid phone survey to measure awareness and viewership of your access or local origination channel. To receive a free copy call or write: David Korte, New York State Commission on Cable TV, Tower Building, Empire State Plaza, Albany, NY 12223, (518) 474-2212. They would also be interested in receiving a copy of the results of any local cable audience surveys.

**Art: Records and Taxes** A handbook on record keeping and taxes for visual and performing artists is available for \$1 from **Volunteer Lawyers for the Arts**, 36 W. 44th Street, New York, NY 10036.



**North American Film and Video Directory: A Guide to Media Collections and Services**, compiled by Olga S. Weber, has just been published by R.R. Bowker. It lists 1,237 college, public and special libraries and media centers with collections of films and videotapes as well as filmstrips and slides, and equipment that are available for loan, rental or on-site use. Also included is a special section of film circuits and cooperatives. 284 pp., \$25 clothbound.

**FCC Actions Alert** Public interest groups can subscribe free of charge to this weekly summary of Commission actions. It lists the current rulemakings and inquiries before the FCC and the deadlines for comments and reply comments. Write to: FCC, 1919 M. St., NW, Washington, D.C. 20554.

**Guide to Zero-Base Media Planning.** *Newsweek* magazine ran a full-page advertisement in the *NY Times* stating that they had already filled 4,000 requests for this publication. Subjects covered include new interpretations of current syndicated data, attitudinal surveys of special audiences, and intermedia comparisons. Anyone interested should write directly to *Newsweek*.

# Info Matchup

## Hardware

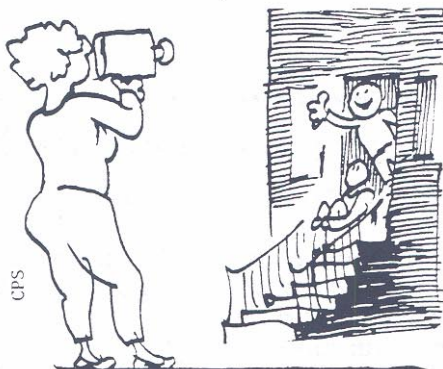
**Access Without a Drop** American Laser Systems of Santa Barbara, California is currently offering an infrared transmission system for video that does not require an FCC license to operate, reports Arnie Klein of Cable SOHO, NYC. The range of the system runs to a half mile without line of sight interruption. Although heavy fog can upset this system, it is reliable enough to allow cable/access producers to origi-

nate without a modulator or upstream drops. For use with distances greater than a half mile the infrared systems will cascade. Send inquiries to the **Newsletter**.

## Bulletin

**New Masters Program in Community Video** Goddard-Cambridge Graduate Program in Social Change is offering a 12-month course in Community Video leading to a Master of Arts degree. Students will have an opportunity to participate in collective learning and a self-governing institutional structure. This project will develop the ability of members to use the medium of video and cable television as a tool for social change while working with community groups in Somerville, and the Boston area. The course will be taught by the Somerville Producers Group, a collective organization involved in community video.

For Catalogue write to: Goddard-Cambridge Graduate Program, 186 Hampshire Street, Cambridge, Massachusetts 02139. No application deadline, but only 15 students will be accepted. Tuition — \$2,500.



## FCC MEETS

(cont'd from page 7)

NFLCP reps. Most strongly voiced here were the views of the industry and the public interest. The industry favored stabilization of franchises in the hope that the process would enable the "healthy growth of the industry." The public preferred periodic review of franchises, in order to ensure compliance by all involved.

Clarity of the regulatory roles of federal, state and local governing agencies of the cable industry was a major issue discussed at the conference. The degree of jurisdiction appropriate to each was discussed, as well as facets of the industry necessitating regulation. "How should cable be regulated?" was a question which arose repeatedly. This question entails a definition of intended use of the cable — one which has not heretofore been determined. One view favors primarily entertainment, the other — information dissemination. Suggestions included regulation of the cable: as a public utility, by the trends of the marketplace, and/or on the local level.

Varied concerns as to the present

regulation of the technology and its effects upon future growth of the industry, were expressed by each representative constituency. Public interest groups opposed cross-ownership. Industry reps vocalized their problems in fulfilling access provisions and favored "reasonable" rates being set as "whatever the marketplace could handle." The FCC noted its concern about the public's understanding of, or lack of, federal regulation in the form presently published. Announcement was then made by the FCC regarding its forthcoming handbook, which will attempt to explain current regs in lay person's language.

## COMMUNITY ED

(cont'd from page 6)

other access channels have aired, the Community Education Committee will refer that producer to people in other cities, with a synopsis of each city's experiences.

Because many NFLCP members have shown an interest in exchanging videotapes, the Community Education Committee is also directing its energies towards setting up a tape exchange system. Hopefully, region-

al exchanges, small interchanges and exchanges between people with similar interests and constituencies will soon be in operation.

Members of the Community Education Committee say they want to reach interested citizens who are not actively involved in community programming by helping them develop their own resources. Composite tapes, often an effective catalyst for new ideas, are now being produced by several members of the Northeast region. The Committee hopes that such tapes can stimulate the imagination of community groups interested in producing programming. A senior citizens' group in one area, for example, could come up with new programming ideas by viewing a composite tape of senior citizens' programming from another part of the country.

If you have information or a tape to share

If you need information

If you would like to write a report on what you're doing

If you can work on the committee

Write to Jean Rice  
Community Education Committee  
134 South Street  
Northampton MA 01060



NFLCP Newsletter  
P.O. Box 119  
Cambridge, MA 02142

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## How to Become a Member of the NFLCP

At the Steering Committee meeting of the NFLCP, it was voted to standardize membership on a national level as follows:

Individual membership is \$15. This entitles a member to one newsletter subscription, admission to national and regional conferences at cost, and a reduced rate on all NFLCP informational services. These dues will carry you up to September 1978 if you subscribe now.

Organizations and access centers can be members for \$50 annually (sliding scale available to cases of special need). This fee includes two newsletter subscriptions, two conference admissions at cost, and all informational services free of charge. It enables your organization to establish relations through the NFLCP to the FCC and other Washington commissions.

Sponsoring members will pay a minimum of \$100, and any sponsor will receive all benefits mentioned above. In essence, **membership entitles your voice to be heard.**

### How to Subscribe to the NFLCP Newsletter

You may subscribe to the Newsletter without becoming a member. Individual subscriptions are \$7.50 annually, and organizations will receive the publication for \$15.

Check payable to: National Federation of Local Cable Programmers or NFLCP

Send to: Mickey Brandt, Treasurer  
Cable Channel 7  
76 South Spring Road  
Vineland, NJ 08360

### TEAR OUT AND RETURN THIS FORM

#### Membership (includes newsletter)

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